



# Exco Meeting

Tuesday, October 27th, 2020

Exco Agenda

Top Strategic Projects Status Review	10 mins
Weekly Business & CEL Performance Reviews	15 mins
New Projects Approval & General Discussion Topics	15 mins
Special Presentation: Security with Shiran	15 min
Department Updates - <i>less than 9 minutes each</i> <ul style="list-style-type: none"><li>• Operations/People</li><li>• Strategy &amp; New Revenues</li><li>• Technology/Product</li><li>• Business Development</li><li>• Legal &amp; Compliance</li><li>• Finance</li><li>• Retail Lending</li><li>• Marketing/Analytics</li></ul>	70 min

Closing



# Top Strategic Projects Status Review

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## Top Projects Status Review

Project:	Strategic Goal (2020):	Lead:	Status (one liner):
1. CEL Token to	150 Cents <del>2</del> (Jan 2021)	Alex	\$1.31 #36
2. Community Pool Growth 2021	4B = \$1B USDT \$2B crypto \$1B XAUt	Camilla	USDT - \$47m loans, \$6m assets (92% Sept / Oct), Gold ~\$3m, crypto - \$700m loans YTD / >\$1bn assets
3. Fundraising	\$100mil closing	Roni	
4. Coin Deployment	80%	Harumi	ALL 59.2% BTC 79.5% ETH 76.92% Return on total pool 4.11%*
5. Finance Infrastructure	Assets/Liabilities Dashboard automated	Harumi	Math/Comp Sci double major joined the team as data analyst, Dev Lead next week, Anna working on hurdle, DevOps close, a couple of junior and UX/UI to follow? Need all deployment tracked
6. Retail Lending	100Mil to 500Mil	Tal	
7. People	New hires	Trunshedda	October - 12 New Hires; 9 Positions posted (3-NY, 2 London, 2 Tel Aviv)

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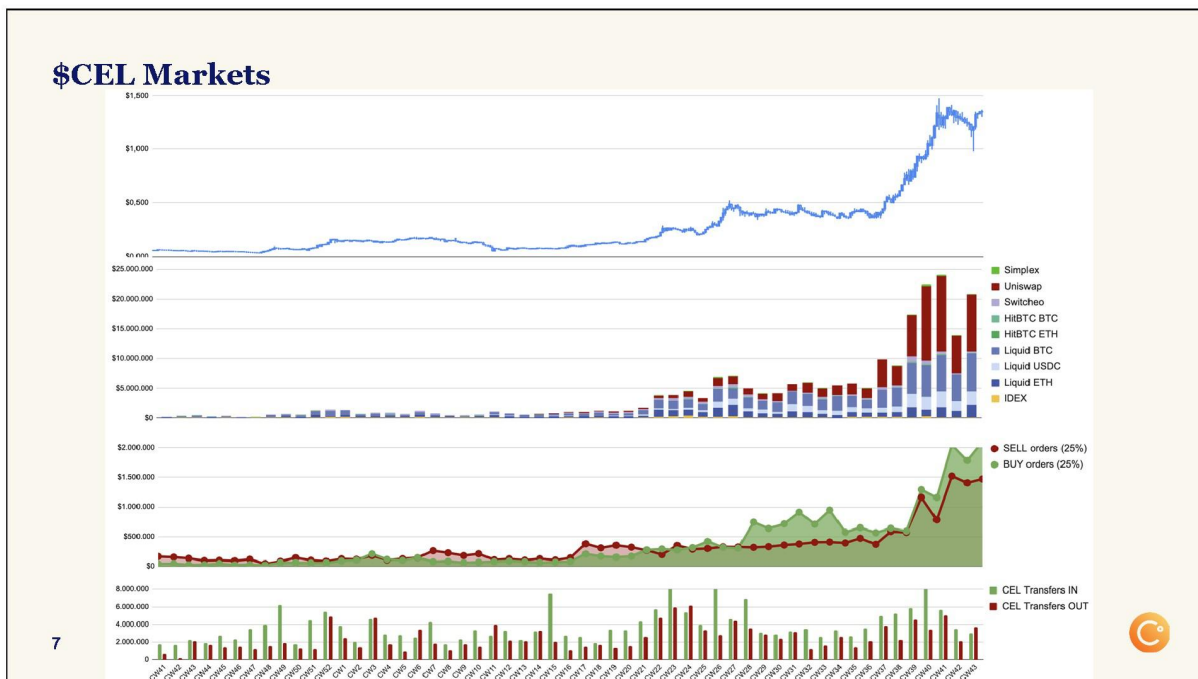




## Dashboard

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\$CEL = \$1.31 (+15%) - but it was a wild ride !!!

\$21M Trading Volume

3M CEL transfer IN / 4M CEL transfer OUT -> Sell off the first half of the week

Interesting:

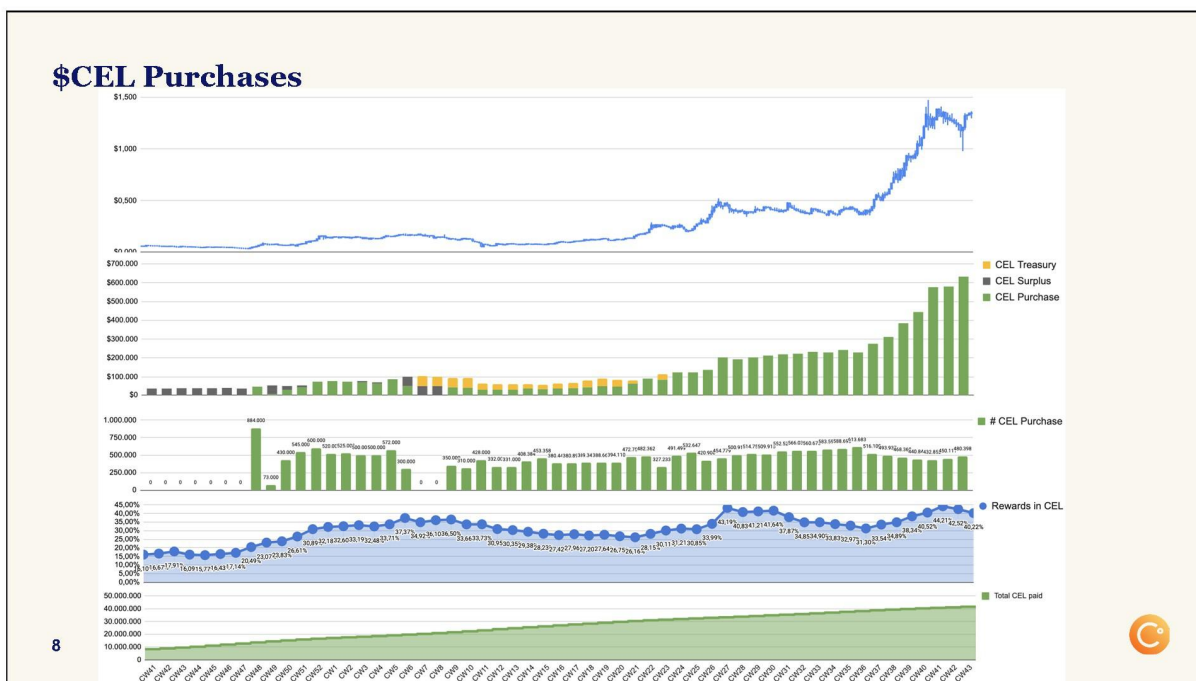
There were a few 2018er accounts that all did the same:

Trying to slowly sell off some CEL during the last 2 weeks

As prices started to drop -> Panic Sell of the entire CEL stake

"To good to be true" & "Don't expect another 10x from here!"

Even big CELsius supporter



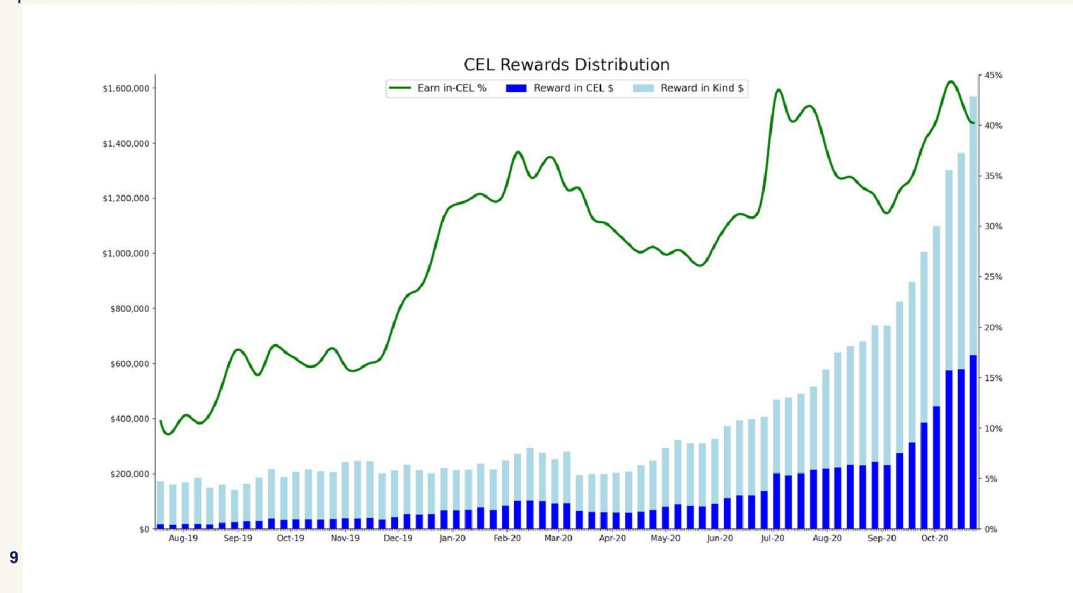
Weekly CEL purchase:

480k CEL = \$631k

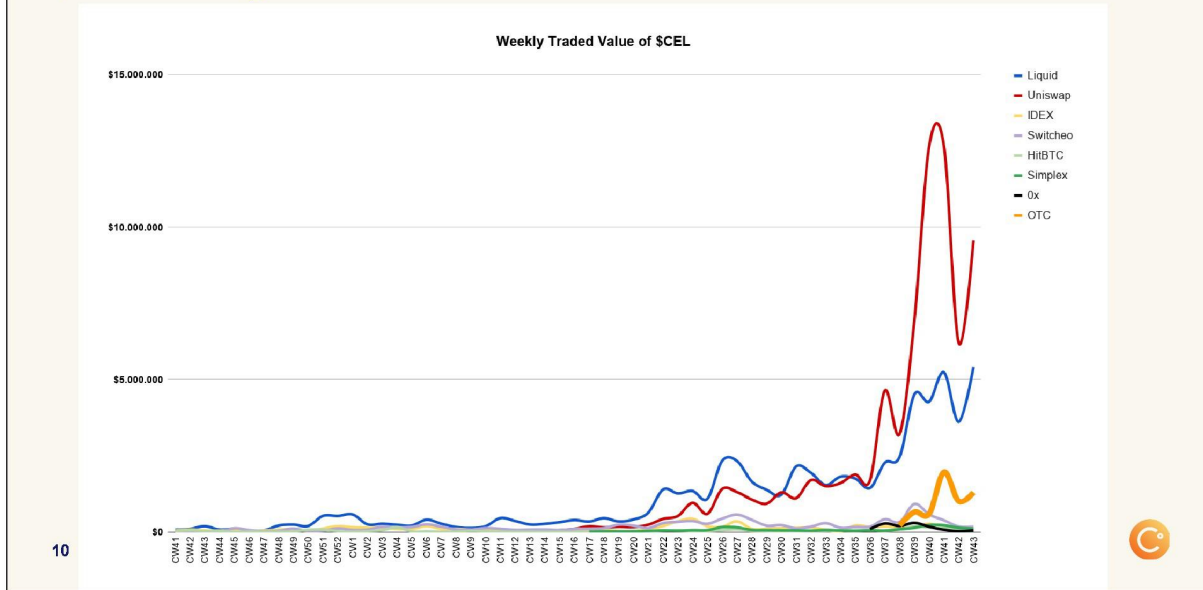
We made \$100k profit -> buying the weekly CELs 15% below the distribution price of \$1.31

42.1M CEL distributed as rewards in total  
worth \$55M today !!!

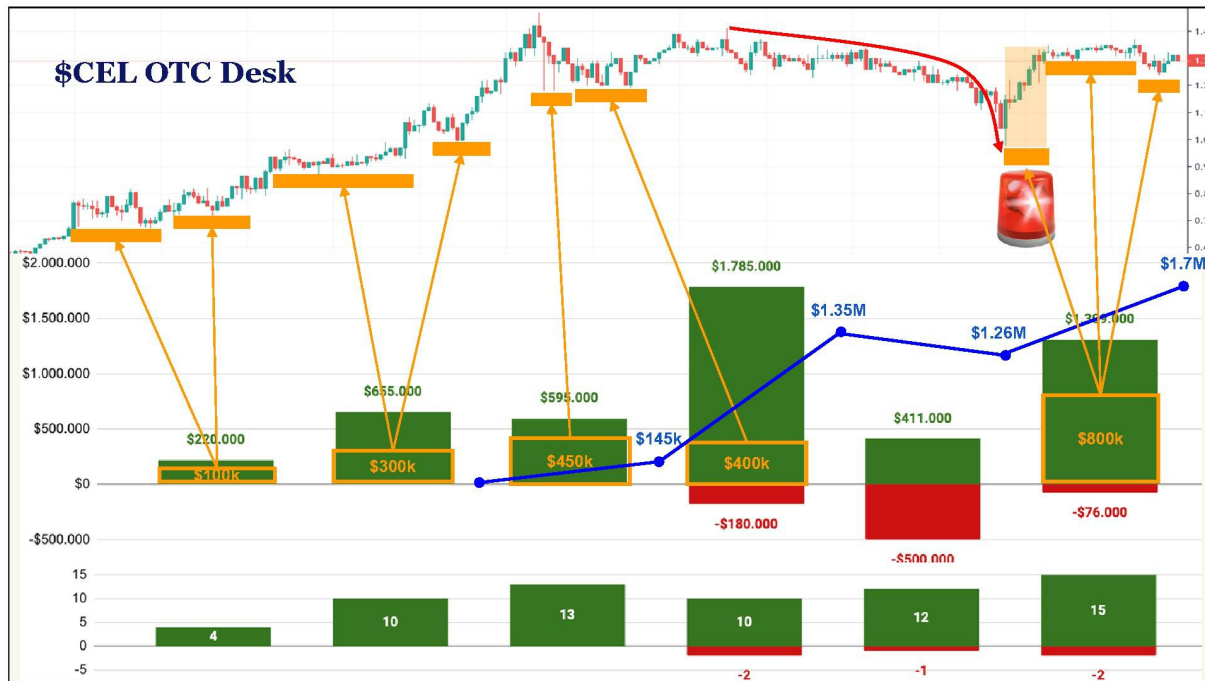


**\$CEL Interest Distribution**

\$1.57M !!! Total weekly rewards	(+15%)
\$631k Weekly rewards paid in CEL (44%)	(+9%)
\$355k Weekly rewards paid in BTC (21%)	(+22%)
\$284k Weekly rewards paid in Stablecoins (18%)	(+11%)
\$205k Weekly rewards paid in ETH (11%)	(+25%)
\$95k Rest (5%)	(+15%)

**\$CEL Trading Volumes****Market Share:**

57% - Uniswap  
 32% - Liquid  
 8% - OTC (3-4x bigger than all small exchanges together)  
 <1% - Switchero  
 <1% - 0x  
 <1% - IDEX  
 <1% - HitBTC  
 <1% - Simplex



OTC Sales  
 OTC Purchases  
 CEL RePurchase on Liquid  
 OTC Proceeds running total October (\$1.7M)

Original Plan for the week  
 Massive reach out -> bank cash -> restart CEL repurchases (after crossing \$1.5M cash)  
 Started >100 OTC conversations but failed to close deals pretty hard as prices dropped fast

Why did the price drop to \$0.97?  
 We stopped buying back CEL (orange) as internally agreed  
 We did not add large buy orders 5..10..15..20..25..% below the price to support the high price level  
 But at the same time we are extracting buyers from markets, incentivising them to buy OTC  
 -> Very thin order books at the buy side  
 Medium Large sell orders impact the price more and more

Why did the price immediately recover to \$1.30?  
 Alex bought 150k CEL - first man at the ground  
 We added \$1M in passive buy orders 0-40% below the market price  
 We bought \$600k worth of CEL during the next hours between \$1-1.20 (previously sold \$1.20-\$1.35)  
 ---> after the V recovery we were able to close a lot of OTC deals

Interesting!!  
 Buyer -> show up when prices rise / hesitate to sign when prices drop / go to sideline when prices keep dropping / only half of them come back if prices rise again  
 Seller -> show up when prices drop / leave when prices rise / only half of them come back when prices drop again  
 Price Stability is what we need !! The more CEL we sell OTC the more buying support we need to add BELOW the market price